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TRANSMITTAL FORM		Application No.	10/646,066					
		Filing Date	August 21, 2003					
(to be used for all correspondence after initial filing)		First Named Inventor	Elliot A. Gottfurcht					
		Art Unit						
		Examiner Name						
Total Number of Pages in This Submission	on 7	Attorney Docket Number	4346P001X3					
ENCLOSURES (check all that apply)								
Fee Transmittal Form	Drawing(s)		After Allowance Communication to Group					
Fee Attached	Licensing-re	elated Papers	Appeal Communication to Board of Appeals and Interferences					
Amendment / Response	Petition		Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)					
After Final Affidavits/declaration(s)	Petition to C Provisional	Convert a Application	Proprietary Information Status Letter Other Enclosure(s) (please identify below):					
Extension of Time Request	Power of Al Change of 0	torney, Revocation Correspondence Address						
Express Abandonment Request	Terminal D	isclaimer						
Information Disclosure Statement	Request for	Refund	Return Receipt Postcard					
PTO/SB/08	CD, Number of CD(s)							
Certified Copy of Priority Document(s)								
Response to Missing Parts/ Incomplete Application	Remarks							
Basic Filing Fee Declaration/POA								
Response to Missing Parts under 37 CFR 1.52 or 1.53								
	SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT							
Firm Jonathan S. Mi	Johanan J. Minor, Reg. 140, 40,554							
	Individual name BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP							
Signature mattheway and the signature mattheway and the signature								
Date July 30, 2004								
		ING/TRANSMISSION						
I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop IDS, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.								
Typed or printed name Lillian E. R	odriguez							
Signature / TIO	John	ia	Date July 30, 2004					



FEETRANSMITTAL for FY 2004

Effective 10/01/2004. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT

(\$)

0.00

Complete if Known

Application Number 10/646,066

Filing Date August 21, 2003

First Named Inventor Elliot A. Gottfurcht

Examiner Name

Art Unit

Attorney Docket No. 4346P001X3

07/30/04

Date

METHOD OF PAYMENT (check all that apply)				FEE CALCULATION (continued)						
			3. A							
☐ Check ☐ Credit card ☐ Money ☐ Other ☒ None ☐ Deposit Account		Large	e Entity	Smal	II Entity	y				
			Fee	Fee	Fee	Fee	-			
Deposit Account	02-2666		Code	(\$)	Code	(\$)	Fe	eDescripton		FeePaid
Number			1051	130	2051	65	Surcharge - late filing			
Deposit Account D.L.L.L	0 1 1 00 77 1		1052	50	2052	25	Surcharge - late provi cover sheet.	sional filing tee or		
Name Blakel	y, Sokoloff, Taylor	& Zafman LLP	2053	130	2053	130	Non-English specifical	ion		
The Commissioner is au	thorized to: (check all that ap	oply)	1812	2,520	1812	2,520	For filing a request for	ex parte reexamin	ation	
Charge fee(s) indicate	d below Credi	t any overpayments	1804	920 *	1804	920	 Requesting publication 	n of SIR prior to		
Charge any additional CFR §§ 1.16, 1.17, 1.	fee(s) or underpayment of fees	as required under 37	1805	1,840 *	1805	1,840	* Requesting publication	n of SIR after		
I	ed below, except for the filing	fee	1 1000	1,0-10	1885	1,0-10	Examiner action			1
to the above-identified			1251	110	2251	55	Extension for reply wi	thin first month		
	FEE CALCULATION		1252	420	2252	210	Extension for reply wit	hin second month		
1. BASIC FIL	ING FEE		1253	950	2253	475	Extension for reply wi	hin third month		
Large Entity Smal	II Entity		1254	1,480	2254	740	Extension for reply wi	thin fourth month		
Fee Fee Fee Code (\$) Code	Fee Fee Description (\$)	FeePaid	1255	2,010	2255	1,005	Extension for reply wi	thin fifth month		
			1404	330	2401	165	Notice of Appeal			
1001 770 2001 1002 340 2002	385 Utility filing fee		1402	330	2402	165	Filing a brief in suppo	t of an appeal		
1002 340 2002	170 Design filing fee 265 Plant filing fee		1403	290	2403	145	Request for oral heari	ng		
1004 770 2004	385 Reissue filing fee		1451	1,510	2451	1,510	Petition to institute a p	oublic use proceedi	ng	
1005 160 2005	80 Provisional filing fe	е	1452	110	2452	55	Petition to revive - una	avoidable		
			1453	1,330	2453	665	Petition to revive - uni	ntentional		
	SUBTOTAL (1)	(\$)	1501	1,330	2501	665	Utility issue fee (or re	ssue)		
2. EXTRA CL	AIM FEES Extra	ee from	1502	480	2502	240	Design issue fee			
	Claims	below FeePaid	1503	640	2503	320	Plant issue fee			
Total Claims 20	. 20° = 0 X	9.00 = \$0.00	1460	130	2460	130	Petitions to the Comm	nissioner		
Independent Claims 2	. 3 = 0 x	43.00 = \$0.00	1807	50	1807	50	Prosessing fee under	37 CFR 1.17(q)		
Multiple Dependent			1806	180	1806	180	Submission of Inform	ation Disclosure St	mt	
Large Entity Small	Entity		8021	40	8021	40	Recording each pater property (times numb			
Fee Fee Fee Code (\$) Code	Fee Fee Description (\$)			1						
1	9 Claims in excess of	20	1809	770	1809	385	Filing a submission aft (37 CFR § 1.129(a))	er tinai rejection		
1202 18 2202 1201 86 2201	43 Independent claims		1810	770	2810	385	For each additional in			
1203 290 2203	145 Multiple Dependent						examined (37 CFR §	I.129(b))		<u> </u>
1204 66 2204	43 "Reissue independe	nt claims over onginal	1801	770	2801	385	Request for Continued	•	≣)	
	patent		1802	900	1802	900	Request for expedited of a design application	examination		
1205 18 2205 9 **Reissue claims in excess of 20 and over original patent			Other fe	e (specify)						
SUBTOTAL (2) (\$) 0.00										
**or number previously paid, if greater, For Reissues, see below				d by Basic F	ling Fee	Paid		SUBTOTAL (3)	(\$)	
SUBMITTED BY				egistratio	n No					
Name (Print/Type)	Jonathan S. Mille	7		torney/Age		4	48,534	Telephone	(310) 20'	7-3800

Signature

AUG 0 3 2004

Docket No.: 4346P001X3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

ELLIOT A. GOTTFURCHT

Application No.: 10/646,066

Filed: August 21, 2003

For: METHOD TO GENERATE

ADVERTISING REVENUE BASED ON

TIME AND LOCATION

Art Group:

Examiner:

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. §1.97

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In accordance with the duty of disclosure, enclosed is a copy of IDS Citation Form PTO/SB/08 or PTO-1449, together with copies of the documents cited on that form, except for copies not required to be submitted (e.g., copies of U.S. patents and U.S. published patent applications need not be enclosed for applications filed after June 30, 2003). This IDS and IDS Citation Form are being submitted before the mailing of a final Office Action. It is respectfully requested that the cited references be considered and that the enclosed copy of PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

The submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made in the subject application and is not to be construed as an admission that the information cited in this statement is material to patentability.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: July 30, 2004

Jonathan S. Miller, Reg. No. 48,534

12400 Wilshire Boulevard, 7th Floor Los Angeles, CA 90025 Telephone: (310) 207-3800

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07-30-04

Villian E. Rodriguez

Date

AUG 0 3 2004

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known				
Application Number	10/646,066			
Filing Date	August 21, 2003			
First Named Inventor	Elliot A. Gottfurcht			
Art Unit				
Examiner Name				
Attorney Docket Number	4346P001X3			

		Document Number		ENT DOCUMENTS	1
Examiner Initials*	Cite No.¹	Number - Kind Code ² (if known)	Publication Date or Issue Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-6,631,523	10-07-2003	Matthews, III et al.	
		US-6,025,837	02-15-2000	Matthews, III et al.	
		US-6,445,398	09-30-2002	Gerba, et al.	
		US-6,151,059	11-21-2000	Schein, et al.	
		US-6,151,050	11-21-2000	Hosono, et al.	
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	FOREIGN PATENT DOCUMENTS									
Examiner Cite No.1	Foreign Patent Document			Pages, Columns, Lines,	т¢					
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear					
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Examiner	Date	
Signature	Considered	

"Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication.

¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

Based on PTO/SB/08A (08-03) as modified by Blakely, Solokoff, Taylor & Zafman (wir) 08/11/2003.